

CLAIMS

## WHAT IS CLAIMED IS:

1. A method of facilitating commerce over a communications network comprising:
- 5     generating data indicative of a web site;  
      generating a signature of said data using a private key;  
      providing said data and said signature to a plurality of computing devices;  
      providing to said plurality of computing devices a public key corresponding to said  
private key; and
- 10     providing to said plurality of computing devices a set of computer-executable  
instructions which performs acts comprising:  
      determining the authenticity of said data against said signature; and  
      displaying a link to said web site upon a determination that said data is  
authentic.
- 15     2. The method of facilitating commerce of claim 1, wherein said web site vends a  
content item, and wherein said computer-executable instructions perform acts  
further comprising rendering said content item.
- 20     3. The method of facilitating commerce of claim 1, wherein the act of providing said  
public key comprises including said public key in-line in said computer-executable  
instructions.
- 25     4. The method of facilitating commerce of claim 1, further comprising the act of  
restricting access to said private key.

5. The method of facilitating commerce of claim 1, wherein the act of providing said computer-executable instructions comprises downloading said computer-executable instructions to said plurality of computing devices using a computer network.
- 5 6. A computer-readable medium having computer-executable instructions to perform the method of claim 1.
7. A system for using a computer network comprising:
  - a memory location which stores data and a signature received from a directory
  - 10 server, said data being indicative of a web site on a computer network, said signature being based on said data;
  - an authentication module which verifies the authenticity of data against said signature and provides an indication of whether said data is authentic;
  - and a shopping module which receives said indication and which conditionally
  - 15 displays a link to said web site according to said indication.
8. The system of claim 7, wherein said web site distributes a content item, and wherein said system further comprises a module which renders said content item.
- 20 9. The system of claim 7, further comprising a module that navigates to the web site.
10. The system of claim 7, wherein the signature comprises a hash of said data.
11. The system of claim 7, wherein said memory location comprises one or more
- 25 registry keys.

12. The system of claim 7, wherein said authentication module uses a public key to verify the authenticity of said signature, said signature being based on a private key corresponding to said public key.

5 13. A method of providing access to web sites comprising:

creating a list of web sites;

providing, to a plurality of computing devices, computer-executable instructions which access said web sites; and

limiting access to said web sites by performing acts which include:

10 generating signatures for one or more of the web sites on said list using a key;

and

restricting access to said key;

wherein said computer-executable instructions include instructions which authenticate said signatures and which deny access to a web site on said list whose signature fails to  
15 authenticate.

14. The method of claim 13, wherein said web site distributes digital content items renderable by said computing devices.

20 15. The method of claim 14, wherein said digital content items comprises text.

16. The method of claim 14, wherein said digital content items comprises audio.

17. The method of claim 14, wherein said digital content items comprises video.

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18. The method of claim 14, wherein said digital content items comprises software.

19. The method of claim 13, further comprising establishing a contract with owners of said web sites.

20. The method of claim 13, wherein said key comprises a private key and wherein said  
5 computer-executable instructions use a public key corresponding to said private key to authenticate said signatures.

21. A computer memory which stores a data structure produced by acts comprising:  
accessing a list which includes a plurality of web sites, each of said web sites having  
10 a corresponding signature;

determining the authenticity of each web site on said list against its corresponding signature;

including in said data structure a first set of said web sites which are determined to be authentic against their respective signatures; and

15 excluding from said data structure a second set of said web sites which fail to authenticate against their respective signatures.

22. The data structure of claim 21, wherein said data structure includes a universal record locator for each web site in said first set.

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23. The data structure of claim 21, wherein said accessing act comprises accessing a set of registry keys.